

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	
	:	Examiner: Raquel Alvarez
Perry A Cohagan et al.	)	
	:	Art Unit: 3688
Application No. 10/708,568	)	
	:	Confirmation No.: 2567
Filed: March 11, 2004	)	
	:	
For: POINT POOLING LOYALTY	)	
SYSTEM AND METHOD	:	December 9, 2008

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed September 9, 2008, Applicants respectfully submit the following amendments and remarks.